



KENNETH A. GIBSON FOR MAYOR

HEADQUARTERS

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THIS IS KEN GIBSON!

Born in the Heart of Alabama, Raised in the Heart of Newark

Enterprise, Alabama, population 7,288. That's where
Kenneth A. Gibson was born in 1932.

Newark, New Jersey, pop. 430,000. Here Ken Gibson moved with his
parents in 1940 just before U. S. entry into World War Two.

- . Ken grew up in Newark. He knows it inside out.
- . He was graduated from Monmouth Street School, from
Cleveland Junior High, from Central High School.
It was 1950 -- he was eighteen.

Work by day, Study by Night.

- . Young Ken Gibson wanted to be an engineer.
This was a real tough decision to make. Not just
that engineering studies require sweat and brains...
- . In 1950 there were still mighty few engineers from
minority religious and ethnic groups. And black
engineers were practically unheard of.
- . But Ken took the plunge. He never was one to
shirk tough decisions. He enrolled in the Evening
Division of Newark College of Engineering.

Let's Get Ourselves Together

RID NEWARK OF HIGH TAX INCREASES, BAD HOUSING, VACANT BUILDINGS, DOPE ADDICTS,
POOR SCHOOLS, RACKETEERS AND CORRUPTION AT CITY HALL.

Elect Ken Gibson Mayor!

- . 14-hours a day -- that was his schedule. A daytime job to help his family, to raise his children, to pay for tuition; evening classes four nights a week, and study-study whenever he could.

Principal Engineer, With Army Service in-between

After working part-time as engineering aide, Ken got a job with the N. J. State Highway Department in 1952; by 1956 he had risen to Assistant Engineer. Meanwhile, college at night...

- . Inducted into the Army, he served two years and was honorably discharged in 1958. It was back to work and study...

He reached the rank of Senior Engineer-Designer with the State Highway Department in 1960. In his college studies, he served on a research team that recommended that Newark's decent first-residential neighborhood be preserved by the City even though a racial transition was going on in many of them.

Professional Engineer

In 1962 Ken Gibson was graduated as Bachelor of Science in Civil Engineering. He was elected to Chi Epsilon, the National Civil Engineering Honor Society.

- . In 1962 he passed his State examinations to qualify for the title of P.E. (Professional Engineer).

Seeing an opportunity, Ken left the Highway Department in 1963 to become Principal Engineer for the Newark Housing and Redevelopment Agency, working directly on projects in the City he knew so well...

Civic and Political Commitments

It was 1963 -- President Kennedy and Rev. Martin Luther King had aroused the young people of America to the cause of social justice. Ken knew the causes in Newark that required attention---

- . It was clear that Newark's problems weren't going to be solved merely by better public relations at City Hall or by some new slogans.
- . Real estate taxes and rents were shooting up. Schools were dropping in quality, city maintenance and operations was deteriorating. Jobs continued to flee the city, housing was running down...

Ken Gibson was thirty-one. He had already been active in many worthwhile community projects. He was elected a Director of the YM-YWCA of Newark and Vicinity. The Urban League and the NAACP got his attention.

- 1964 was a banner year. Ken was selected "Outstanding Alumnus" by Newark College of Engineering. The Newark Junior Chamber of Commerce chose him "Man of the Year". The new government anti-poverty programs were launched.

Ken did not take a paying job in these programs. He worked as a citizen-volunteer in community-related anti-poverty agencies. He served as Vice-president of the United Community Corporation (UCC) and as co-chairman of the Business and Industrial Coordinating Council (BICC).

The Politics of Community Responsibility

- Ken Gibson was alert to the grave crisis facing Newark in the mid-60s. Each month the situation got worse. In late 1965 many friends urged him to run for Mayor; the city needed an alternative to the shopworn old-line candidates.
- Ken hesitated to take the plunge. He had never run for public office before. In March 1966, only six weeks before the election, with no other real alternative candidate in sight, he decided to run.

The six-week's campaign: What a campaign that was!

Coming out of nowhere -- the host of dedicated campaign workers -- the unpaid volunteers -- the hum of work at campaign offices -- pledges of support -- a shoestring budget -- the house parties, the fighting speeches, the TV and radio -- Gibson's fighting reform program for Newark emerges...

- The result: a thumping 16,200 votes. 18 per cent of the total, third out of six candidates...

Ken's achievement forced the mayoralty into a run-off. We all know the results... But how many know that Ken refused overtures from both run-off candidates because in conscience he could support neither? Because he knew that neither represented real progress for Newark. The past four years have fully justified his decision.

Save Newark in 1970!

- . Now it's KEN GIBSON for Mayor again.
- . Now he's the first to declare as a candidate, the first to open a campaign office.

The first to expose the \$150 million water giveaway and to force, through constant publicity and a lawsuit, the halt of this scandalous hand-out of Newark's most valuable asset.

The first, in these troubled days, to call for white-black-Puerto Rican cooperation to clean out the mess at City Hall. To bring in new men and women with new ideals and ideas -- to engineer a way out of Newark's dead-end.

- . Ken Gibson - a seasoned citizen, a veteran, a man with both feet on the ground but with hopes on the horizon.
- . To find answers to Newark's woes, he's consulted with public officials in Gary, Indiana; Boston, Washington, D. C.; Cleveland, Ohio. He's spoken with hundreds and thousands of people, young and old, right here in Newark. He's been to Morristown and to Maplewood, telling it like it really is.

To get your views, he'll come to your social club, your PTA, your Church group, your block organization. Invite him.

- . He has a program for our battered city.
- . He needs the backing of all men and women of goodwill, not just of one neighborhood or ward or group.

Lend Gibson Your Hand

A people's Victory can rescue Newark. The victory of one group over another, of one machine organization over the community, will ruin it.

A People's Victory will elect a people's Mayor -- Kenneth A. Gibson